

One cream to protect your skin against wind and sun

Another to cleanse it thoroughly



FRESH and attractive even after a strenuous day. Your complexion lovely in spite of exposure to wind and sun. Only the proper care with a cream made especially to protect the skin will do this for you.

Wind whips the natural moisture out of the skin; and the sun burns or tans it. Most people like a slight coat of tan because it is becoming. But tan is really injurious. While the skin is being tanned by constant exposure to sun and wind, it protects itself by becoming rougher and coarser. To prevent it from becoming permanently rough, you must protect it yourself before going out.

Before you go out smooth your skin

Before you go out, smooth just a little Pond's *Vanishing Cream* into your skin. It will disappear instantly; and as it is absorbed it will soften your skin giving it a smooth velvety appearance. It is made of ingredients that are especially soothing and are of the finest quality. It gives your skin the very best protection and acts as an invisible shield against sun and wind and dust.

The instant you put it on you will feel refreshed and notice that your skin feels especially firm. This cream has done more than freshen your appearance; it has made your skin firm and smooth and resistant.

This particular cream cannot reappear in a shine because it does not contain any oil or grease.

As a powder base Pond's *Vanishing Cream* is ideal.

Powder, if put directly on the skin, catches on any little rough places there may be and does not give a smooth natural look. Powder put on after Pond's *Vanishing Cream* will not only stay on two or three times as long but will look better because it will go on evenly. This cream has smoothed away the little rough places and made an even surface that holds the powder. You will be spared the worry that your face may be getting shiny.

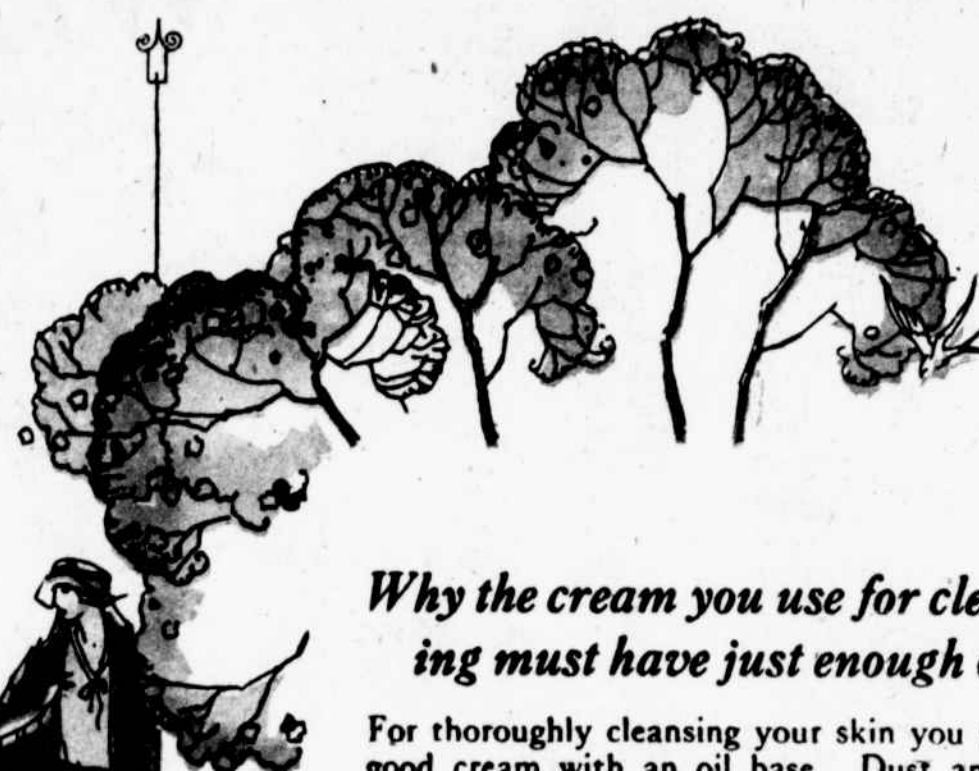
For evening, Pond's *Vanishing Cream* is wonderfully freshening. You may look tired after a hard day; but this cream will freshen your appearance in an instant. Whenever you want your skin to look its best, smooth on a little of this cream.

Another cream just as necessary

There is no one cream that can contain all the ingredients necessary to take perfect care of your skin. You cannot have in a vanishing cream the oils that you must have for cleansing and stimulating the skin, because oil comes out in a shine and also catches the dust.

For cleansing a different cream—Pond's *Cold Cream*—must be used. This cream contains just enough oil to penetrate the pores and remove every particle of dirt, and to lubricate the skin. All its uses are described in detail in the column to the right.

Use both these creams every day. Each has its own purposes and both together meet all the needs of the skin in face creams. They make steadily for a lovelier complexion. Both are too delicate to clog the pores. They cannot promote the growth of hair. You will find them in convenient sizes of jars and tubes at all drug and department stores. The Pond's Extract Co., New York.



Why the cream you use for cleansing must have just enough oil

For thoroughly cleansing your skin you need a good cream with an oil base. Dust and fine particles of dirt bore too deep for ordinary washing to remove. Unless there is enough oil in a cream to penetrate the pores and remove every particle of dirt, the skin is not entirely cleansed. It becomes dull looking. Blackheads may form.

This is the reason for Pond's *Cold Cream*. This cream is very soft and delicate. It is most pleasing to use not only because it is light to the touch but because there is not a bit more oil than you need for a thorough cleansing. It was only after long experiment that we found just the right amount of oil to thoroughly cleanse the skin and not overload the pores as heavier oil creams do.

Every night and whenever you come in from a dusty railroad or automobile trip, smooth this delicate oil cream into your face. Then wipe it off again with a soft cloth. You will be astonished at the amount of grime on the cloth even after you have had just an ordinary day.

Wrinkles. This cream is the enemy of wrinkles. Pat it gently on the little fine lines, if any have formed, around your mouth and eyes. Follow the direction of the lines in smoothing it on. It lubricates the skin and prevents the little lines from growing deeper and becoming wrinkles.

Send for samples of these two creams. Steady use of them will convince you that these two creams will take perfect care of your skin.



GENEROUS TUBES—MAIL COUPON TODAY

The Pond's Extract Co.,
136-C Hudson St., New York.

Ten cents (10c) is enclosed for your special introductory tubes of the two creams every normal skin needs—enough of each cream for two weeks' ordinary toilet uses.

Name.....
Street.....
City..... State.....

POND'S

Cold Cream for cleansing

Vanishing Cream to hold the powder